

a commercial message server connected to the data network, the commercial message server being operable to send at least one commercial message;

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a first and second data network telephone connected to the data network, each data network telephone operable to communicate voice signals as data packets on a voice over data channel, the voice over data channel being one of the plurality of data communications channels on the data network containing packetized voice signals, the data network telephones being operable to convert data packets communicated on the voice over data channel to voice; and

the first data network telephone being operable to receive the commercial messages while communicating voice signals as data packets, the first data network telephone further comprising a message display device to display the commercial messages.

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20. (Amended) A method for advertising on a telephony system, the method comprising the steps of:

receiving a request to initiate a telephone call between a first data network telephone to a second data network telephone over a data network, the first and second data network telephones having a display screen, the request containing a caller user identifier to identify a first user of the first data network telephone, and a callee user identifier to identify a user of the second data network telephone;

retrieving at least one commercial message from a commercial message server;

sending the at least one commercial message to the first data network telephone;

and

receiving the at least one commercial message at the first data network telephone while the first data network telephone is communicating voice signals as data packets.

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26. (Amended) A method of providing advertising services comprising the steps of:
storing at least one merchant commercial in a commercial message database;
communicating with a telephony service provider to receive connection information, the connection information including at least a user identifier corresponding to a user of a data network telephone;

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could, sending at least one commercial message to the data network telephone while the data network telephone is communicating voice signals as data packets; and displaying the commercial message at the data network telephone.

^{A4} ^{sub} ^{B4} 30. (Amended) A voice communications device comprising:
a network interface to communicate using at least one data communications channel over a data network, the data communications channel including at least one voice over data communications channel;
a voice over data processor to convert voice signals to voice over data signals, and to convert voice over data signals to voice signals, the voice over data signals being communicated on the voice over data communications channel;
a signaling stack to send a request to initiate a telephone call and to send a response to a received request to initiate a telephone call from another voice communications device; and
a message display device to display at least one commercial message received over the data network while the voice communications device is communicating the voice over data signals on the voice over data communications channel.

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^{Sub} ^{C6} 41. (Amended) A commercial message server comprising:
at least one commercial message for display on a voice communications device;
a telephony connection server interface to receive connection information from a telephony connection server, the connection information comprising at least one user identifier for at least one party to a telephone call, the at least one party using the voice communications device to initiate the telephone call; and
the commercial message server being operable to send the commercial message to the voice communications device in use by the at least one party identified by the user identifier while the at least one party is communicating voice signals over the voice communications device.

^{A6} ^{Sub} ^{C7} 51. (Amended) A telephony connection server comprising:

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a call management function operable to receive a request to initiate a telephone call between at least two voice communications devices, and to send a response message in response to the request message;

a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify a user of a voice communications device; and

an advertisement service to send a connection information message having a user identifier that identifies at least one of the parties to a commercial message server, wherein the commercial message server uses the connection information message to send a commercial message in the response message to the user identifier.

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52. (Amended) A telephony connection server comprising:

a call management function operable to receive a request to initiate a telephone call between at least two voice communications devices, and to send a response message in response to the request message;

a connection to a commercial message server to send at least one commercial message in response to a request for a commercial message;

a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify a user of the voice communications device; and

an advertisement service to retrieve at least one commercial message from the commercial message server, the network telephony connection server being operable to initiate a selected data communications channel and to send the commercial messages in the response message to at least one of the voice communications devices.

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53. (Amended) A memory for storing commercial messages comprising:

a merchant record for identifying a merchant corresponding to the commercial messages; and

a connection to a data network to transport the commercial messages to a plurality of voice communications devices while the plurality of voice communications devices are communicating voice signals as data packets.

Please add new claims 54-57:

54. (New) A system for providing advertising on a data network telephony system comprising:

A7 a data network to provide data connectivity for a plurality of data communications channels using data transport protocols;

a commercial message server connected to the data network, the commercial message server being operable to send at least one commercial message;

a first and second data network telephones connected to the data network, each data network telephone operable to communicate voice signals as data packets on a voice over data channel, the voice over data channel being one of the plurality of data communications channels on the data network containing packetized voice signals, the data network telephones being operable to convert data packets communicated on the voice over data channel to voice;

the first data network telephone being operable to receive the commercial messages, the first data network telephone further comprising a message display device to display the commercial messages;

a network telephony user database connected to the data network to store a user identifier and a telephone identifier corresponding to the user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify a corresponding user and the telephone identifier includes a second unique sequence of alphanumeric elements that identifies a corresponding data network telephone; and

a network telephony connection server operable to receive a request message from the first data network telephone to initiate the voice over data channel with the second data network telephone, and to send a response message in response to the request message,

wherein the request and response messages are communicated by the network telephony connection server in accordance with a protocol selected from the group consisting of: the Session Initiation Protocol (SIP), the H.323 protocol, the MGCP protocol and the MEGACO protocol.